


























## FY 2010 Q1 Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality

### Report Settings

Display Depth: \* Show All \* Status Filter: \* Show All \*

Showing Tactics: Yes Responsible Partner Filter: MAC

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.4.1.2.10: MAC develop artisan/craftsmen trails to highlight Montana's history and culture.		Victor Bjornberg		→	L
1.4.1.2.10.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Victor Bjornberg			
1.4.1.2.10.2: Hands of Harvest: Craft Heritage Trails of North Central MT - monthly meetings assisting with website upgrades, distribution plan for current guidebook and involvement in Made in MT Marketplace	Tactic	Victor Bjornberg			
1.4.1.2.10.3: Alpine Artisans, Seeley/Swan Valley Cultural Trail: provide technical assist, involve in LINC cohort project and other MAC workshops	Tactic	Victor Bjornberg			
1.4.1.2.10.4: Sage & Stone, SW MT Cultural Trail: provide tech assistance to MT Preservation Alliance (project leader) on loop tour development and lay groundwork for LINC cohort in SW MT	Tactic	Victor Bjornberg			
1.4.1.2.10.5: Bitterroot Area: tech assist for development of studio tours & workshops along with planning of an annual craft show & sale in the Bitterroot	Tactic	Victor Bjornberg			
1.4.1.2.10.6: MT Circle of American Masters: Goal to identify visual folk and traditional artists in MT; 16 artists endorsed for program to date, photos & information displayed in State Capitol Rotunda, news releases and future publications	Tactic	Victor Bjornberg			
1.4.1.2.10.7: Revising Arts Database to add fields identifying and describing folk and traditional artists to help identify in future marketing efforts, institute Market Ready Tools into Arts Database	Tactic	Victor Bjornberg			
1.4.1.3.4: MAC enhance the online statewide calendar of arts/culture/historical/tribal events.		Victor Bjornberg		→	
1.4.1.3.4.1: Maximize arts/cultural/historical events promotion by creating a comprehensive online calendar that is searchable by topic, date, or location.	Tactic	Victor Bjornberg			
1.4.1.3.4.2: Encourage regional, local, and tribal stakeholders to contribute to and use the online calendar.	Tactic	Victor Bjornberg			
1.9.4.2: MAC provide technical assistance and resources to bolster the capacity of local arts and historical organizations		Victor Bjornberg		→	L

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
and facilities, to help them increase funding for programming, maintenance, and operations.					
1.9.4.2.1: Offer training and technical assistance for local attractions (museums, theaters, parks, etc.) about potential revenue opportunities and partnerships to support their programs, maintenance and operations.	Tactic	Victor Bjornberg	○	○	
1.9.4.2.2: LINC Cohort Development: establish folk & traditional arts market ready development workshop groups around the state.	Tactic	Victor Bjornberg	○	○	
1.9.4.2.3: Increase capacity and funding for historic and cultural organizations/attractions, while improving visitor experiences.	Tactic	Victor Bjornberg	●		
1.9.4.2.4: Sponsor Creative Capital Workshops, April 2009	Tactic	Victor Bjornberg			
1.9.4.2.5: Prepare Made in Montana folks and traditional artists for Kentucky Marketplace showing	Tactic	Victor Bjornberg			
1.9.4.2.6: Two Day Marketing & Legal Issue workshop at MIBA Conference, April 2009, in Missoula; organize artists showcase at conference	Tactic	Victor Bjornberg			

Report produced by PlanBase software. ©1998-2010 PlanBase Inc.